

## **APPLICATION REQUEST**

### **A) Action Requested**

This is an Appeal of a Denial of a Major Modification to Master Sign Plan (CHARC 0003-02) and Waivers to allow two pylon signs along the Durango Road frontage where only one is permitted and to allow a pylon sign to be located within 100' of a single-family zoned residential neighborhood where a minimum of 330' is required for a new commercial retail center at 8420 Farm Road.

### **B) Applicant's Justification**

The applicant states that this is the second phase of this commercial center and the existing pylon signs will not accommodate the new businesses.

## **BACKGROUND INFORMATION**

### **A) Previous Actions**

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|----------|--|
| 12/07/98 | The City Council approved a request for Rezoning from R-E (Residence Estates) to TC (Town Center) as part of a larger request (Z-76-98).   |
| 05/17/00 | The City Council approved a Site Development Plan Review [Z-0076-98(14)] for a commercial retail center on the subject site.   |
| 06/05/02 | The City Council approved a Review of Condition [Z-0076-98(27)] which allowed restaurants with drive thru's within this shopping center.   |
| 06/05/02 | The City Council approved a Site Development Plan Review [Z-0076-98(28)] for a proposed restaurant with drive-thru on a portion of the subject site.   |
| 08/06/02 | The Centennial Hills Architectural Review Committee approved a Master Sign Plan (CHR-0003-02) for a 215,000 square foot commercial center.   |
| 04/19/06 | The City Council approved a Site Development Plan Review (SDR-10505) a Special Use Permit (SUP-10514) for a proposed 5,000 square foot restaurant with a drive through and a request for a Special Use Permit (SUP-10520) for an 89,250 square foot, three story mini storage facility.                |
| 12/04/07 | The Centennial Hills Architectural Review Committee a Major Modification to Master Sign Plan (CHARC 0003-02) and Waivers to allow two pylon signs along the Durango Road frontage where only one is permitted and to allow a pylon sign to be located within 100' of a single-family zoned residential |

neighborhood where a minimum of 330' is required for a new commercial retail center at 8420 Farm Road.

B) Pre-Application Meeting

05/10/07 At the pre-application conference, issues were discussed relative to the proposed additional pylon sign and the proposed location of such a sign. It was noted that two waivers would be required for the proposed sign.

**DETAILS OF APPLICATION REQUEST**

A) Site Area

Net Acres: 18.9 Acres

B) Existing Land Use

Subject Property: Under Construction

North: Single Family Residential

South: Shopping Center

East: Single Family Residential

West: Shopping Center

C) Planned Land Use

Subject Property: SC-TC (Service Commercial Town Center)

North: PCD (Planned Community Development)

South: SC-TC (Service Commercial Town Center)

East: L (Low Density Residential)

West: SC-TC (Service Commercial Town Center)

D) Existing Zoning

Subject Property: TC (Town Center)

North: R-CL (Residential Compact Lot)

South: TC (Town Center)

East: R-PD4 (Residential Planned Development, 4 units per acre)

West: TC (Town Center)

D) General Plan Compliance

This site is designated as TC (Town Center) on the Centennial Hills Sector Plan Map of the General Plan. The Centennial Hills Sector Plan and the Town Center Development Standards Manual have further designated this site as SC-TC (Service Commercial - Town Center). The SC-TC (Service Commercial - Town Center) designation allows low to medium intensity retail, office or other commercial uses that are primarily intended the northwest area of the city.

<i>SPECIAL DISTRICTS/ZONES</i>	Yes	No
Special Area Plan	<b>X</b>	
<b>Town Center</b>	<b>X</b>	
<b>Special Overlay District</b>		<b>X</b>
<b>Trails</b>	<b>X</b>	
<b>Rural Preservation Neighborhood</b>		<b>X</b>
<b>Development Impact Notification Assessment</b>		<b>X</b>
<b>Project of Regional Significance</b>		<b>X</b>

## ANALYSIS

### A) Zoning Code Compliance

The following signage is proposed for the property:

- One (1) additional Pylon Sign; and
- Wall signage for buildings on Pads 6 – 11.

#### A1) Residential Separation Standards

Section F-2(A)(b4) of the Town Center Development Standards Manual states that pylon signs may not be within 330 feet of a property developed with a single-family residence.

#### A2) Sign Standards

<b>Pylon Signs: Standards</b>	<b>Allowed</b>	<b>Provided</b>	<b>Complies</b>
Maximum Number	1 per street frontage (total 2)	3	No
Maximum Area	N/A	N/A	Yes
Maximum Height	24'	24'	Yes
Minimum Setback	5'	5'	Yes
Illumination	Internal/no exposed neon	Internal	Yes

A waiver is required to allow two pylon signs along the Durango Drive frontage where only one is permitted by code. The applicant has not fully justified such a request, only to say that it is needed for the additional businesses. The original Master Sign Plan was approved with two pylon signs and four monument signs in anticipation of when the center was completely built out. Staff believes the existing signage is adequate for this commercial center.

A second waiver is required to allow the second pylon sign (if approved) along Durango Drive to be located within 100 feet of a single-family residence where a minimum of 330 feet is required by code. Staff believes this would have a significant negative impact on these residences and thus should not be approved.

<b>Wall Signs: Standards</b>	<b>Allowed</b>	<b>Provided</b>	<b>Complies</b>
Maximum Number	N/A	N/A	N/A
Maximum Area	Up to 15% per elevation	Less than 15% for all elevations	Yes
Maximum Height	Below the second floor window seals	All wall signage shall be located below the second floor window seals	Yes
Illumination	Internal/no exposed neon	Internal	Yes

Wall signage shall be located within the areas outlined in the submitted documentation dated November 04, 2007 except where modified herein. The submitted documents call for signage to be located above the second floor window sills on the west elevation of the storage building. The applicant did not request a waiver nor was a justification provided for this deviation from the Town Center Development Standards Manual and therefore, staff does not approve of this part of the sign plan modification. Aside from the above, all of the proposed wall signage is within code requirements.

#### B) General Analysis and Discussion

The original Master Sign Plan (CHR-0003-02) was approved to provide ample street side frontage by approving two pylon signs and four monument signs. None of the original conditions have changed and therefore staff does not recommend the approval of the second pylon sign along the Durango Drive frontage.

All of the wall signage is within the code requirements except for the west elevation of the storage building which calls for signage above the second floor window sills. Staff approves of the wall signage that is within code requirements, i.e. less than 15% of each elevation.

No wall signage shall be permitted on the east elevation of the Storage Building or the building on Pad 11 as the code does not permit wall signage to face existing residential developments that are outside of the Town Center overlay.

**Staff Recommendation: DENIAL.** If approved, then subject to the following conditions:

1. Conformance to the sign elevations and documentation as submitted and date stamped November 20, 2007 in conjunction with this request, except as modified herein.
2. No wall signage shall be permitted that is located above the second floor window sill.
3. No wall signage shall be permitted on the east elevation of the Storage Building or the east elevation of building on Pad 11.
4. The requested second 24' high pylon sign on the Durango Drive frontage is denied.

5. All signage shall have proper permits obtained through the Building and Safety Department.
6. Minor amendments to this Master Sign Plan in conformance to Town Center standards may be administratively approved by Planning & Development staff.

**Public Works**

7. The proposed signs shall not be located within the public right-of-way or interfere with Site Visibility Restriction Zones. The proposed ground mounted bases shall not be located within existing or proposed public sewer or drainage easements.

**NEIGHBORHOOD ASSOCIATIONS NOTIFIED** 17

**ASSEMBLY DISTRICT** 13

**SENATE DISTRICT** 9

**NOTICES MAILED** 700

**APPROVALS** 0

**PROTESTS** 15